

# Mrs. Emma Shannon, Early-Day Villager, Is Taken By Death

ESTABLISHED 1927

## The Desert Sun

Of Palm Springs, California

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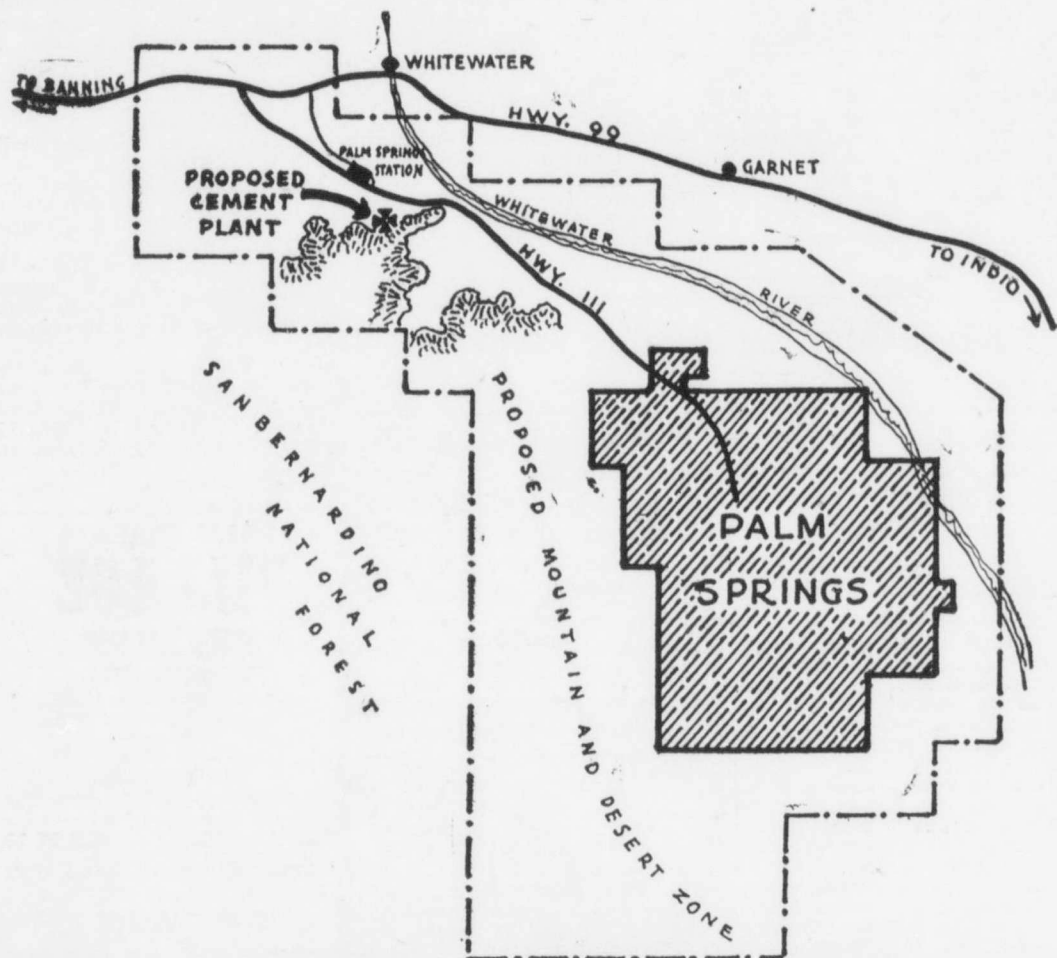
### BACK TO NORMAL

	Max.	Min.
Friday, July 23	91	69
Saturday, July 24	100	73
Sunday, July 25	100	71
Monday, July 26	106	74

Vol. XXI—No. 104

Tuesday July 27, 1948

Single Copy 10¢



**MOUNTAIN-DESERT ZONE**—Outline of the proposed Mountain-Desert zone around Palm Springs (shown in shaded area) is depicted in broken lines above. It embraces 96 square miles of desert area around the Village. The proposed S. A. Guiberson cement plant is indicated by arrow at upper left hand corner. Third hearing on the proposal for an M-D zone will be held before county supervisors August 3. (Map prepared by Riverside Enterprise.)

## School Budget In Unified Area Up \$27,259

Increase of approximately \$27,000 in cost of operating schools in the Palm Springs district was listed in the budget for the 1948-49 fiscal year by the Palm Springs Unified school district according to figures made public Saturday by E. E. Smith, county superintendent of schools.

Budget for the district for the year has been figured at \$596,330.00 by trustees of the new school system. Budgets last year for the districts, which are now combined in the unified district, totalled \$569,070.79.

Because of increased assessments and the broader tax base, the tax rate for the elementary schools in the area will remain as it was last year, 88 cents. The rate for the high school will be up ten cents on the basis of the new budget at 75 cents.

School budgets will be up for inspection, review and possible protests at a meeting scheduled for 9 a. m., August 2, at the Frances S. Stevens school.

Superintendent Smith's figures revealed an increase in all school budgets in the county with Riverside high and Corona third and the Village fourth in amount of money required to maintain the schools.

### This Side Of The Sun

By Phat

We do things right and that's no hokey. A little rain and we're all gooey.

There are no half way measures about Palm Springs, never were and probably never will be. Only two or three rains a year but they're good ones. Besides, our rains come mostly in the summer when it's hot and there are no tourists here to be moaned the damp, dreary weather which they came here to escape. But some of the boys who looked at the turbulent muddy waters and gave out with tales of water six feet deep a-roaring down P. Canyon drive must have had something else besides water in their eyes. On the other hand, one or two citizens walking home early Friday morning when the rains came, said those who claimed the water was six feet deep, were guilty of an understatement. But that was the rain, itself, they saw, not flood waters. It was thick enough to seem solid.

**BUT THAT'S** the penalty we pay for fame. If it had been Chino or Cucamonga, even Azusa, where the flood waters ran through town, the metropolitan press would have given it a See THIS SIDE OF SUN, Page 4

## Petitions Oppose Mill

Villagers Getting Their Names on Appeals to Board to Pass Mountain-Desert Zoning Measure

Villagers and residents of the surrounding desert area were affixing their names today to a petition asking county supervisors to adopt the zoning ordinance requested by the Village which would protect it from unwanted and objectionable industrial or business developments. The petitions will be presented to the board a week from today.

At that time supervisors will consider the ordinance which would set up a protective mountain-desert resort zone around Palm Springs.

**THREE HEARINGS** have already been held and next Tuesday's will probably be the final chapter in the preliminary work seeking enactment of the protective measure.

Friday morning's storm delayed arrival of the petitions and they were placed in circulation Saturday and copies are available at The Desert Sun office and other downtown establishments for signing.

Bill Fadden is circulating petitions around the streets and gaining many signers.

**PETITIONS** have also been sent to Cathedral City where they are being signed as residents of that community are preparing to ask a similar zone to protect them because reports of similar industrial developments have been heard there.

Under direction of President Boyd of the chamber of commerce, appeals have gone forth to Villagers out of town on vacations to write or telegraph the board. An excellent response has been indicated.

**THE DESERT SUN** Friday carried a facsimile of the petition on page one with requests to its readers, out of town on vacation, to sign and to send in via air mail or as soon as possible. Many of these "one-name" petitions have already been returned and are being affixed to the master petitions in circulation here. The petition is reprinted today on page one.

Opponents of the proposed cement mill which aroused the See CEMENT MILL, Page 4

## Sign It, Clip It, Airmail It To The Desert Sun

If a Villager away on vacation, sign the following petition and airmail it to The Sun where it will be affixed to the master petition. If in the Village, come to The Sun office and sign the petition or sign with any circulator.

To the Board of Supervisors of Riverside County:

The undersigned resident of the Palm Springs area respectfully requests that you adopt without delay, zoning regulations which will protect and preserve the Palm Springs resort area from undesirable commercial and industrial developments, in order that it may continue to grow and develop in a manner which will do credit to our county. To this end, we ask the immediate enactment of an ordinance substantially in accord with the intent and purpose of that which has been considered by the county planning commission and is now before you.

(Name)

(Address)

## Flash Flood Takes Toll

### Damage Done By Mud, Silt

Two and One Half Inch Rain Floods Stores And Homes in Night

Black storm clouds which piled up against the mountain wall south and west of the Village all day Thursday let loose at shortly after midnight Friday morning and dumped almost two and one-half inches of water on to Palm Springs before they wrung themselves dry at 3:30 a. m.

Bulk of that thunderous down-pour fell between 12:15 and 1:15 Friday morning sending torrents of water through the city's streets and causing damage estimated at from \$15,000 to \$20,000.

**MUD AND SILT** which invaded houses, stores and the palatial Palm Springs Tennis club accounted for most of the damage.

Water flowed through some stores in the downtown area, tumbled into basements and in the low-lying sections of town and in the path of the floods running off the mountains, raced through homes, ruining rugs and leaving "high water" marks on the baseboards of walls.

One structure, a little office building off Ramon road, was tilted crazily Friday morning, the result of washing by flood waters.

**THE STORM** which did the damage broke at about midnight Thursday night. It had started raining that morning at 6 o'clock but by late afternoon only .12 of an inch had fallen, the first rainfall of the 1948-49 season which started July 1.

Between midnight and 3:30 a. m. Friday, 2.45 inches fell, most of it before 1:15 a. m.

Palm Canyon was full from curb to curb and running over in a short time. Every canyon and little depression in the mountains poured forth its flood to add to the whole. The water came down Barristo road in great volume, running into parked automobiles, damaging articles stored in turtle-backs of cars.

**IT SLASHED** across the reservation and down across Ramon road, flowing through houses in that vicinity.

In the downtown sector, the water flowed through Buick's store and into the basement. At the new Sun building the water ran across the floors and at the Kelley Furniture company next door, not yet opened, the water invaded the basement.

Damage was reported to stored rugs and articles on the floor but, when all added together, will be considerable.

**BULK OF THE DAMAGE** was done at the Tennis club where the storm rushed down the mountain side and through the dining room and kitchen and then cascaded down the stairs, littering the grounds, world-famous for their beauty, with mud and silt.

Cost of cleaning up and repair—See FLASH FLOOD, Page 5

**SOFTBALL** Another Flock of Thrills Lined Up for Fan's Here

Another flock of thrills was outlined for Palm Springs softball fans by Bob Bennett, recreation director, as he listed twelve ball games between now and Friday night. The schedule:

**Tonight:** Senior Boys at Coachella; Palm Springs at Cherry Valley, County League; Banning Girls vs. Desert Stars, first game here; Mexican Colony, independent game, second game here.

**Wednesday Night:** Indians at Desert Hot Springs, Boys' league; Pioneers vs. Rangers, Boys' league, first game here; White Sox vs. Junior Chamber of Commerce, Desert league, second game.

**Thursday Night:** Globe Trotters vs. Mexican Chicks, Girls league, first game; Beaumont Merchants vs. Palm Springs, County league; second game.

**Friday night:** Pioneers vs. Fireballs Jr., Boys' league, at Desert Hot Springs; American Legion vs. Desert Hot Springs, Desert League, at Desert Hot Springs; Rangers vs. Indians, Boys' league, first game here; Blythe vs. Palm Springs Electric, exhibition game, second game here.



**IT'LL TAKE A LOT**—Showing the force of the flood waters which flowed down the mountain sides and through the desert areas is this spot gouged out of Highway 111 east of the city. Highway department trucks already are starting to fill in the hole which took away half of the pavement but it will take many loads to erase the scars of the flood. Two and one half inches of rain fell in a little over an hour to send a flash flood over the floor of the desert early Friday morning. Other illustrations may be found on page 2. (Gayle Studio photo.)

## Top Priority Put on Roads Aiding Village

Improvement of Highway 99 to eliminate the Banning bottleneck and to widen the road to four lanes from the junction north-west of Palm Springs all of the way into Indio was given top priority by the Riverside county chamber of commerce at its meeting last week.

The highway committee of the county chamber decided to press immediately for these two projects one of which will be of main interest to Villagers. That is the elimination of the Banning bottleneck. This is proposed to do by routing Highway 99 one block south of its present three-mile course through Banning ending downtown traffic jams and widening the highway.

Committeemen at Riverside opposed the plan to widen the highway from the junction to Indio to a three-lane highway, terming the latter project "just a death trap."

First action on the widening of 99 into a four lane road calls for action from Palm Springs junction to Edom and then from Edom into Indio.

The proposal was given enthusiastic support by Coachella valley residents represented at the meeting.

It also has the support of the Village as it would eliminate most of the through traffic which has been diverted to Highway 111 because of the curves, grades and wind on the present narrow portion of 99 from the junction to Indio. This plus the widening of 111 north of the Village into a four-lane road for a five-mile stretch and the straightening out of bad curves east of Cathedral City, has been attracting increasing traffic through the heart of Palm Springs.

## He Was Sleepy

Body by Roadside Just Case of Siesta

Some people, when they get tired, just lay down and sleep.

Walter Glatter called police Saturday at 10 a. m. to inform them that there was a man lying by the roadside near his residence.

Officer Johnny Herrera went to investigate and found the man. But he was unhurt and cold sober.

"Just taking a siesta in the sunlight," he explained.

## Smallest

Baby, 2 Pounds, 5 Ounces, Thrives in Incubator

The tiniest baby listed on Community hospital records was doing all right late yesterday in an incubator.

The child, daughter of Mr. and Mrs. James Reddick of the Village, weighed but two pounds, five ounces, at birth Sunday.

## What's a Forecast?

Indians, Reported to Have Predicted Flood, Take Brunt of Flood Waters Friday Morning

Along about the middle of May reports were heard around the Southland and appeared in the public prints—including The Desert Sun—that the Indian tribes in Riverside-San Diego county areas were looking for a big 19-day rain and flood waters some time in June.

With the exception of June 1, no rain fell that month. But, although there were not 19 days of rain, floods did come in July—July 23, to be exact.

And the Indians got caught with their teepees down. For the brunt of flood waters which swirled across the Village early Friday morning, went across the

reservation. The local tribe was not on higher ground despite the stories in May.

Despite all of that preliminary warning, they got their moccasins wet. That is, if they had moccasins. Most of them wear the latest style in footwear.

## A Horse!

You Can't Chase "Wet" Mexicans in an Auto

Johnny Herrera of the local police force wants a horse.

Sometime ago he had to abandon his police car and stage a hot race across the burning sands of the desert to capture two "wet" Mexicans.

Saturday, while touring East Ramon road in the prowl car he spotted five "wet" Mexicans and gave chase—on foot.

He caught all five and turned them over to the immigration department.

"But you can't drive a police car, over the sands and lasso 'wet' Mexicans from the driver's seat," Herrera said.

"Gimme a horse!"

## Hospital

Board Sets Election Day After No Protests Heard

Board of supervisors at Riverside yesterday set the official election date for formation of the Palm Springs Hospital district as Dec. 14 after the final hearing on the proposal passed without protest.

Two resolutions were adopted by the board, one officially designating the district as the Desert Hospital district and the other setting the election date.

Kenneth Kirk, chairman of the sponsoring committee and Harry C. Harper were present at the hearing and at its close Kirk thanked the board on behalf of the committee for its early consideration of the matter and prompt action.

## The PUBLISHER'S Corner

by OLIVER B. JAYNES

**IT WASN'T QUITE AS BAD** as reported in some of the Los Angeles papers, but it was bad enough. The flood, that is. Some old-timers said that it has rained longer—but never harder. The water came in the front door of the new Desert Sun building and ran right out the back. Not much damage though. Baristo road has a pile of sand down the center three feet deep—it's a two-way street now! The streets are almost all pretty well covered with silt and sand. It will take the city some time to get them cleaned up.

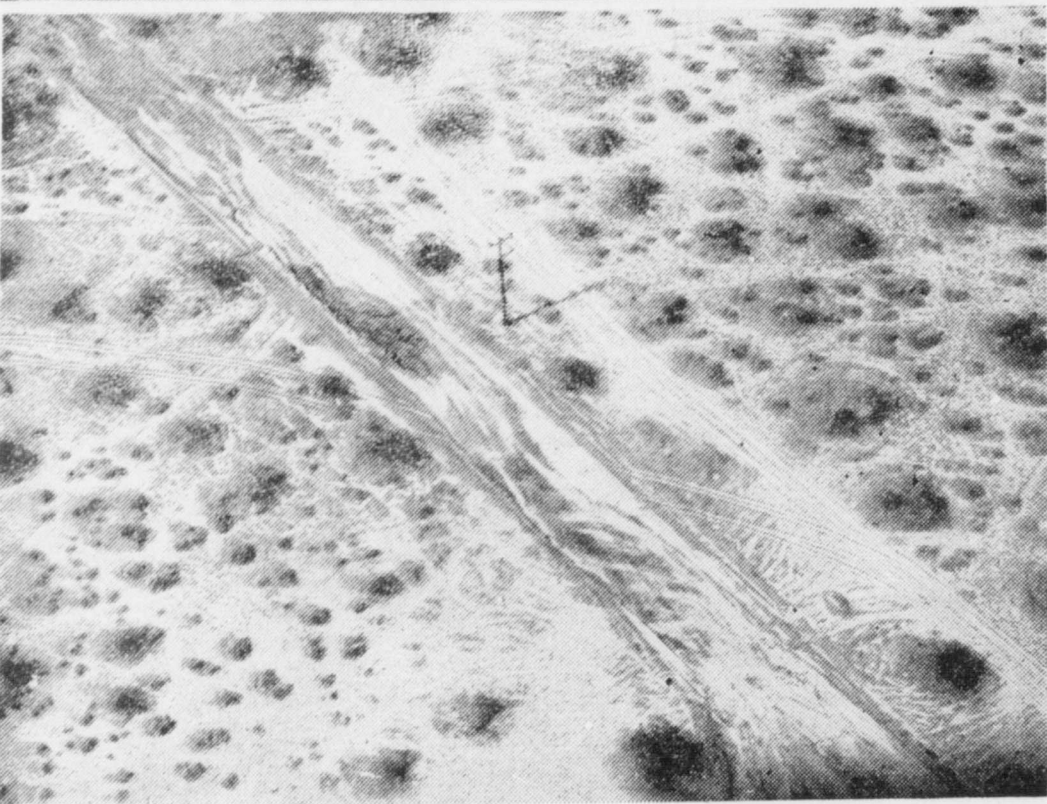
**THE TENNIS CLUB** is a mess. The floor of the beautiful Boganville Room is covered with silt and the swimming pool is just a mud hole. Tumbling down the mountainside, the water cascaded down the stone stairway from the terrace, deposited its debris over everything and was a foot deep at the entrance. Famed throughout the country for its beauty, the Tennis Club was a sad, sad sight today. It paid dearly for its charming setting carved out of the mountain; but it will shine again in all its brilliance by opening time in September.

**GIANT TRUCKS ROARED** down Palm Canyon drive all day stirring up clouds of dust from the rapidly drying silt. Highway 99 was closed and our main street was carrying all the east-west traffic. Tahquitz River Estates came through fine, its wide causeway taking care of all the dater which the downpour sent its way. The Veterans Tract area was likewise undamaged. A few houses in low spots in the south end of town were flooded and carpets ruined. Deep ruts were cut along the streets in many sections of the city and the sand carried along to be deposited in piles in low spots.

**PARTS OF THE DESERT** looked like a Louisiana swamp Friday evening. The air was heavy and pungent. It just didn't smell like Palm Springs! Evaporative coolers weren't working too well either. Tonight seemed more like a summer evening in Memphis. People were surveying the damage and swapping stories of their experiences of the night before. Everybody took it good-naturedly. It furnished a little excitement on what would otherwise have been just another dull summer day. We'll have the place all fixed up spick and span before the Village starts humming with activity again—but the desert hereabouts will carry some scars from the July 23rd flood for a long time to come.



## When the Sands of the Desert Really Got Wet



ALMOST PALM BEACH—These three aerial photos taken by Harvey Oster, Riverside Enterprise staff photographer from a Piper Cub Friday morning reveal how the Village looked from the air after the flash flood of the night before. At the top the swirling flood waters are shown running through a low-lying section of town. Center, the waters surround a group of dwellings and, lower, shows the sands of the desert really getting wet and muddy. (Riverside Enterprise photographs.)

## Wind, Sand and Stars

Cleveland Amory Discusses Palm Springs in Article in Harper's Magazine, Out Tomorrow

Oh, give me a home  
Where the millionaires roam,  
And the dear little glamor girls play—  
Where seldom is heard  
An intelligent word,  
And we round up the dollars all day.

That's at the head of Cleveland Amory's article in Harper's Magazine on "Palm Springs: Wind, Sand and Stars," which will appear on the newsstands here tomorrow.

Amory wonders what makes Palm Springs tick. He takes the Village apart and puts it together again and admits that while it does tick, and lustily, too, he still doesn't know why. The article is replete with historical data going back to the findings of the Village and tells a good story of its development. He mentions the point that the Village is reaching maturity by quoting some of the old-timers who long for the good old days when the Village was young. Palm Springs is artificial, he

says, but it is honestly artificial and admits it.

Palm Springs sells glamor from its airport to its jail and he describes both as being out of the ordinary.

The Village top spots and some of the low places, too, are given prominent mention in his discourse which makes interesting reading although it may make some Villagers develop an ink.

The article is well written and just goes to show that the bigger and brighter you are, the better target you are.

## What Goes on in Palm Valley

By DON CAMERON

The Indians may be able to predict summer cloudbursts, but a never-failing system is to have State Highway Superintendent Harold Lienau get the roads in especially good shape. Last Wednesday, Harold beamed when I complimented him on the wonderful job his road crew had just finished between Cathedral and the Palms-to-Pines turn off.

Besides that, head man, Jack Swetland of the Rancho Mirage Community association just had the Shea company go over our roads in the tract until they were as smooth as a pool table. That was all it took. Wednesday was humid, Thursday cool with a little rain at 6 p.m. Then just at midnight it came. It was all over at 2:05 a.m. but I think more rain fell in that 2 hours than in the whole of last winter.

Fortunately there was very little damage except to the roads and as usual Harold had his road equipment out in a very short time. There were some damaged rugs and furniture on account of a few roof leaks and rain coming in through the coolers. All day Friday, we had a sample of Highway 99 traffic. Because of a wash-out over there, all the hay trucks, Greyhounds, Santa Fe Trailways and tourists went through here bumper-to-bumper.

BILL MUNCHOFF, well known Palm Valley builder, recently completed 10 new rental units and a swimming pool for Bob and Hester Coskrove at their Rancho del Adelfas on Hiway 111. He is now building a modernistic house and 2 guest houses on Pasqual Ave. in Palm Valley for Mrs. Evelyn Sahlen and her daughter, Mrs. Olive Dyna of Beverly Hills.

In the weekend—the Clyde De Vinnas of Beverly Hills, Dr. and Mrs. John Brady, Los Angeles, the Ernest Waltzes of Balboa with Mrs. Genevieve Haddon of Palm Springs, Hank Gogerty with his Blue Waco landing on his own Desert Airpark with H. Fred Heisner, superintendent of Inglewood schools, the A. L. Petersons from La Mesa with their son Bob, a junior in Stanford this year, the Jim Smiths (he is just back from a 5000 mile trip through the south, especially Georgia), Marie Orner of Los Angeles, Dr. and Mrs. Frank W. Stockton of Glendale.

At the Evan Eddy's in Rancho Mirage, his sister Edith Ward and Herb Pritzlaff from South Laguna, Edith's nephew and wife the Don Kibbes of Tracy, the newlyweds, Frank and Doris Clancy from Santa Monica, At Karen Shield's, Joan Orblison with guests Mrs. J. B. Speers and Mr. and Mrs. Richard Sharp of Hollywood, Joan, Bunny Steele and Ted Hutchison whipping up

## Mail Runners

Bids Close Thursday  
At Hot Springs P. O.

Bids for post office runners between Desert Hot Springs and Palm Springs post offices will close Thursday at the Desert Hot Springs office. The bids are on the basis of one round trip daily throughout the year and an additional trip, except Sundays and holidays, between October 1 and May 15.

Paul Price and Al Horton have been carrying the mail between the two offices but recently resigned.

## Well Known Song Writer Goes Free Of Check Charges

James Campbell Tyre, English song writer whose "Good Night Sweetheart" has been the finale for countless dances since bands quit playing "Home Sweet Home" as the goodnight number, is the composer of another famous old number: "Show Me the Way to Go Home."

While Judge E. E. Therieau in local court didn't exactly follow the implication of that title, as he styles himself, to go home. He dismissed the charges against the song writer in local court Tuesday.

Campbell had been held in lieu of \$2500 bail on check charges arising here. He appeared with his attorney, William Shaw of Riverside, and on a showing that the checks he is accused of having written, are being made good, the case was dropped.

Campbell is a victim of British austerity and the international economical situation. With Ray Noble, noted British band leader, he has written many popular numbers and has, therefore large royalties due him. But he couldn't get them from England due to the exchange situation.

Several of Campbell's numbers are being re-issued by record makers, two or three bands having recently released his "Good Night Sweetheart" number. The Petrillo ban on new records has brought a lot of re-issues back into sale and among them are some of the numbers of the composer who was nabbed here.

## Seek County Job

Two File Application  
For Public Defender

A second application for the post of public defender, planned to be established this year by the county, was made to the board of supervisors Monday.

Leo Deegan, deputy district attorney for almost two years, filed his application.

Joseph Seymour, long-time Riverside attorney, filed an application several weeks ago.

The board this year included funds for the \$3600-per-year job in the budget. The work could be in addition to private legal work so long as such work does not interfere with the public service.

At the present time indigent persons charged with crimes are defended by various attorneys appointed by the courts on a rotation basis. They serve without fee.

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## Judge O. K. Morton Said in Line for Appellate Bench

Among the names of several Orange, Riverside and San Bernardino county jurists being mentioned as possible appointees of the Fourth District Court of Appeals, that of Judge O. K. Morton of Riverside county is prominent.

Judge E. J. Marks of Orange county, a member of the appellate court from this district, has announced that he plans to retire July 31.

Morton, senior superior court judge in the Riverside-San Bernardino-Orange county area, is considered a logical successor.

Also mentioned is Judge Stanley Russell of San Bernardino county superior court.

Governor Earl Warren will make the appointment.

The Fourth District Court also serves the counties of San Diego, Imperial, Kern, Tulare, Fresno, Inyo and Mono.

However as Judge Marks is from Orange county, it is considered likely that someone from this tri-county area will succeed him.

Judge Morton has served on the Riverside county superior court since his appointment by Governor C. C. Young in 1928. He has never been opposed for reelection.

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The Desert Sun

# REAL ESTATE SECTION

Palm Springs and the surrounding desert area is one of the most active and rapidly growing real estate markets in California. Only through the medium of The Desert Sun can readers keep in touch with this activity; hundreds of them in all parts of the country follow it regularly. Many buyers and sellers of Desert Area Properties meet each week through the medium of this newspaper.

SEE THE CLASSIFIED PAGE FOR MANY OTHER REAL ESTATE LISTINGS

## National Building Shows Huge Gains

### Two Billion Increase In First Six Months

New building in the first six months of 1948 increased more than \$2,000,000,000 over the same period last year.

These national gains were paced by a 60 per cent increase in expenditures for new housing. The national total for the first six months of this year was \$7,700,000,000, reports the Construction Industry Information Committee.

ALL RECORDS for the first half of a year were set by the 449,700 new housing units started in 1948, the committee said.

The total was nearly 27 per cent greater than the number of housing starts reported during the first half of 1947.

Expenditures for all new building, according to Federal estimates, were 35 per cent greater than the first half of 1947.

They, too, were the largest for any corresponding period on record.

EVERY TYPE of private construction, except industrial building, showed gains. Industrial building dropped 19 per cent.

However, the volume for other non-residential private building was 50 per cent above the first six months of 1947.

This volume included stores, warehouses, office buildings, garages and churches.

Volume of new highway construction was 31 per cent higher and expenditures for sewer and water facilities increased 43 per cent.

MILITARY AND NAVAL construction declined about 5 per cent in volume for the first six months of this year.

These were affected only slightly, if at all, by the revived armament program up to the middle of the year.

### THE LEADING COTTON STATE

The state of Texas leads all other states in the Union in the production of cotton. It also holds first place in output of grain sorghum, onions, pecans and produces large quantities of many other agricultural products.

CLASSIFIED ADS—PHONE 2249

## Flocking In Out-of-State Cars Hit New High Mark

The tourists are continuing to come to California in ever greater numbers, the Automobile Club of California reported last week. In the first half of 1948, 448,325 out-of-state cars crossed into California carrying 1,183,175 persons.

These figures exceeded the corresponding period in 1947 which was the previous record in expenditures for new housing. In the first six months of last year, 436,217 automobiles were counted, bringing 1,169,008 persons.

In the first six months of the year, the auto club reported 397,216 California cars which had been out of state on tours, returned to the state.

## Congressional Steps To Aid Vets Urged

Three important actions must be taken by the special session of congress to enable government, builders and lenders to fulfill the GI Bill of Rights promise for homes for veterans at liberal terms, declared Walter Bollenbacher and Louis L. Kelton, Los Angeles building experts, last week.

Because congress adjourned without voting new FHA or GI legislation, they listed necessary congressional action for providing veterans' homes at peak production as follows:

1—Broadening of FHA Title II terms to make possible large-scale tract projects, mostly under FHA Title VI, a program Congress failed to extend.

2—Amendment of the recently enacted secondary mortgage market legislation so that lenders can free more funds for GI loans. The secondary market created by the 80th Congress is not very satisfactory to lenders.

3—Increase the GI loan interest rate from 4% to 4 1/4% to attract funds for veterans' mortgages.

Our basic weapon in the war of words must be facts—hard, cold, memorable facts. But we must never forget that humor can often penetrate where a million high-principled words may not—Sen. Alexander Wiley (R.) of Wisconsin.

## New Homes Boost Building Figures

### Several Large Dwellings Started Here in July

A church structure and several large homes, along with several additions, alterations and pools, helped swell the Palm Springs building total in the past few days with prospects of another half million dollar month if anticipated permits are taken out before the end of the week.

Besides a large permit expected to be issued to the school district for new buildings at the high school which alone will push the figure over the half million mark, other sizeable construction jobs are expected to be started within the week.

Permits issued recently include: George Fisher, 1024 Indian avenue, addition, \$2,000.

Mittie Lou Keller, 553 Calle Ajo, addition, \$500.

W. M. Klinger, 221 Merito place, addition, \$9500.

Palm Springs Community Church, 284 S. Cahulla, two-story stone, \$30,000.

David E. Rose, Palo Verde, seven-room dwelling, \$22,000.

Ed Small, 467 Via Lola, pool, \$8000.

J. H. Steinmetz, Palo Fierro-Hokana, four-room dwelling, \$10,000.

R. H. Young, Smoke Tree, addition, \$1000.

Kenneth Kirk, 335 Camina del Norte, recreation building, \$6600.

S. E. Bruce, Via Miraleste, dwelling, \$4900.

James Biscoe, 345 South El Segundo, dwelling, \$4800.

Rose Ploog, 511 North Palm Canyon, addition, \$2000.

O. L. Dalton, 333 South Palencia, dwelling, \$22,500.

Ingleside Inn, 200 West Ramon, additions, \$18,000.

A. J. Coffey, 1037 Beuna Vista, dwelling, \$12,000.

Mrs. Esther Gilbert, 175 East Amado, cafe additions, \$2000.

J. A. Connors, 197 Via Lola, additions, \$1000.

## Assessments Rolls Stand Unchanged

With the end of the sessions of county board of supervisors sitting as a board of equalization, property assessments in Riverside county were pronounced just and fair as first announced in June by Frank Burchfield, assessor.

In the sessions conducted by the board to hear protests against assessments, only one was offered. This protest was denied.

Each year supervisors sit as a board of equalization to hear objections to assessments placed on property by the county. The sessions, under the state law, are held the first two weeks in July.

Although many unofficial protests were heard on the streets, only one person, a woman who objected to the value placed on her county seat home, appeared officially. A war nurse, she received \$1,000 exemption which left the value on her house at \$190. The board refused to reduce this.

Palm Springs was assessed \$17,000,000 by Burchfield's office this year and no changes can now be made in the figures.

### Real Buys

Nicely furnished 2-bedroom, 2-bath home with heated and filtered pool. Covered patio with lots of patio furniture. Large sun room. Yard completely walled in. This will not last at \$31,500.

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New 2-bedroom home, unfurnished, \$12,500.

Furnished three-bedroom home, \$12,500.

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Phone 2929

## Atomic Plant Will Not Affect Desert

### Beneficial Experiments Planned at New Base

Installation of an atomic-energy testing plant at Salton Sea almost 100 miles from the Village will in no way affect the desert area's health or fertility, according to those in charge of the proposed base.

On the other hand, great beneficial discoveries are expected in the field of health, industry and agriculture.

ONE OF THE EXPERIMENTS to be conducted at Salton Sea, it is understood, is to develop means if possible, of converting salt water into fresh water cheaply.

According to statements from those claiming to "be in the know" on the project, 800 homes are to be built in the Sandy Beach area at the former naval auxiliary station. These are to house workers, engineers and scientists at work at the project. The project is two miles off Highway 99 on the west side of the sea.

WORK IS EXPECTED to start within a few weeks on extensions of the runways at the former navy air base, on housing, electrical installations and highways. Improvements have already begun on the road from Highway 99 to the project with big "No Trespassing" signs now in place.

A large area in the vicinity has been closed to airplanes. The project, a branch of the Los Alamos, N. M., atomic base, is about 50 miles from Coachella and two thirds of the distance down the sea toward Westmoreland.

The smallest state in the Union has the longest name—the State of Rhode Island and Providence Plantations.

## New Desert Home Only 15 Minutes from Center of PALM SPRINGS



Complete including large lot

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Tuesday, July 27, 1948

The Desert Sun—3

## Opposition from Banning

Pass Area To Furnish Chief Support for Cement Mill at August 3 Hearing Before Supervisors

Leading opposition to the zoning ordinance asked by Palm Springs at the hearing before the board of supervisors at Riverside August 3 is expected to come from Banning where a counter petition signed by approximately 400 names will back construction of the cement mill at the site along Highway 111 near the Southern Pacific depot.

At a meeting at the Del Paso hotel there Harold Pierce, chemical engineer, told a group favoring the plant that a new process would utilize deposits in the area for the production of 17 different types of cement and its by-products. During the meeting he showed pictures of the proposed location on Highway 111 east of Banning.

discussion that a petition circulated in Banning this week urging construction of the plant at the proposed location obtained 400 signatures.

Pierce emphasized that the plant would rob no one of water. "This has been one of the smoke-screens thrown around the proposed plant by those who object

(Please turn to Page Seven)

IT WAS ANNOUNCED at the

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## Camp Young Rumors Heard

Coachella Valley Area Agog Over Reports  
Huge Wartime Camp Will Be Open in Spring

Persistent rumors, none of them verified—and none of them as yet officially denied—are being heard in Coachella Valley that Camp Young which teemed with activity during World War II, is to be reactivated.

Camp Young is on the Blythe road several miles east of Indio. During the war it housed thousands of men and Palm Springs was full up week-ends with soldiers on leave from the desert training ground.

Plans for the re-opening of the camp in February, according to the reports, do not entail any operations on the World War II scale. It is said that between 4,000 and 5,000 draftees would be trained there.

There is no camp at present where once the thousands of soldiers were trained. All buildings were removed after World War II and only the hard-packed ground where they once stood and the paved roads mark the spot.

Nothing official has come out on the proposed re-opening but statements which carry a note of authenticity have been made that plans are being mapped for renewal of activity out on the desert next February.

## Driskell Round-Up

A wandering horse on Indian avenue drew police attention Saturday afternoon when reports came in that it was impeding traffic. It was recognized as one belonging to Tex Driskell and he gathered it in in true Los Compadres style and tucked it back in its corral.

CLASSIFIED ADS—PHONE 2249

## Security Loan

Village Behind Quota  
But Sales Continue

Still short of the quota in the peacetime Security Loan drive, Palm Springs was among the top cities of the county, nevertheless, in sales in the campaign which was scheduled to end July 1 but which is continuing throughout the county.

The Village quota was set at \$145,000 which Chairman Tom Holland deemed too high for the season of the year. His co-chairman, Fred Ingram of the Bank of America and R. M. Gorham, postmaster, last week reported total sales of \$120,110 with series E bond sales totalling \$100,400 and F and G bond sales totalling \$11,000.

## Sits Down Here

Pilot, Inbound from  
Texas, Visits Village

When a C-45, due at March Field from Riggs Field, Texas, failed to get there on schedule, local police were asked by the air base command to check the vicinity.

The missing plane was found at the local airport. The pilot was uptown for lunch.

He completed his trip to March Field that night.

## Death of National Republican Figure Shock to Villagers

News of the sudden death Friday in Oakland of Mrs. Jessie Williamson, republican national committeewoman from California, came as a great shock to many Villagers who knew her. She was a great friend of Mr. and Mrs. James Whitehorn of the Village and had been their guest here.

She had just returned from the republican convention at Philadelphia where Mrs. Melba Bennett of Palm Springs was her secretary and assisted her in her duty as member of the committee in charge of arrangements for the convention.

Republican leaders throughout the state knew and admired her and mourned her death. Condolences were sent the family by republican national leaders last weekend.

## From Page One—MORE ABOUT This Side of Sun . . .

couple of paragraphs unless some glamor-puss had gotten wet . . . But Palm Springs—now that's something . . . And so a curb-to-curb Palm Canyon drive becomes a wall of yellow, frothing water. And people in Los Angeles, at the beaches and even in the east, telephone in frantically wanting to know if their kin, if any, or property, here is still intact . . . To the people and firms, however, who have to pay the cleaning bill it's no joke . . . It might as well have been a wall of that frothing yellow torrent.

RAIN, in its place, is swell . . . I like to wander around in it . . . But it's place isn't in the home . . . Still, rain is mighty popular, it seems . . . Off-hand I can think of lots of songs which have to do with rain, mostly on the kindly side: "Singing in the Rain," "Roses in the Rain," "A Rainy Afternoon," "September in the Rain," and the like . . . Seems like almost as many rain songs as those about June . . . But, to be loyal to Palm Springs, there are also a lot of songs dedicated to the sun . . . I don't mean The Desert Sun, but to the other sun that shines brightly, too . . . But I can't recall a song offhand that glorifies the fog although the wind comes in for a bit of praise in that one about Jeannie.

THAT TOUCH of heavy traffic Friday morning when the trucks started rolling through here bumper to bumper along about 4 a. m., snorting and clashing gears right down town, gives an idea of what this may be like if through traffic ever decides that the road through here is better than Highway 99 . . . Maybe they'd better work on the by-pass idea some more . . . Being on the main road isn't so good for early morning slumber . . . It's a great country . . . At 6 a. m. Friday there was mud on the highway as I took off . . . At 8:30 on my return, the dust was flying.

MAYBE IT'S too early for our cheerful little chirping friends . . . But I have been peering into cracks and crannies and haven't seen one yet . . . And there's no prize offered for the first person to report one . . . Seems like this column is all wet today . . . Can't keep away from the rain . . . But Max Bookman, county engineer, says that the Indians who, away back last May, predicted a flood would come, got the worst of it. Despite the fact that they warned all of us, they themselves took the brunt of it when the water poured across the reservation . . . He added that maybe now a right-of-way for a flood channel across the reservation to turn flood waters into waste land without damage, would be forthcoming.

SEEMS that, despite my vocabulary insofar as passing motorists are concerned, I rate after all . . . Up at Bijou on Lake Tahoe, the Charles McFarlands are vacationing . . . Last week I mentioned that she had written to the effect I needed an extra horn button on my side of the family car so that I wouldn't say those things to other drivers . . . It sort of took me to task . . . But all must be forgiven . . . McFarland caught a seven-pound trout which was a beauty and sent it down to . . . Bill Hager, also of P. S., caught a 11-pounder . . . Belle Hager brought both down to the Village with her last week . . . Mrs. G and I had lots of excellent fish Friday—and so did others on The Sun staff . . . Many other Villagers shared in the 11-pounder the Hagers sent down . . . Tahoe produces good fish . . . I ate more than my share . . . Fish, I'm told, is good brain food and do I need it! . . . Hoping you are the same and, in the meantime, keep your rugs dry . . . One more of these pieces and I fold up this type-writer for that vacation . . . And it's about time, too . . . The "O" key is beginning to show signs of flying off like the "B" key did a short time ago . . . Maybe I can get by without an "O" if we don't have any more floods.

## Finds All's Well

Dave Lyons of Mr. Dee's was in town over the weekend looking over his popular eating spot and making arrangements for the opening of the new season. He came down to see whether it was flooded out but found all was well.

If we forbade the discontented, the sullen, the atrabilious, to propagate their kind we might transform the world into a garden of happiness.—Nietzsche.

## Dr. Macartney Becomes Tram Enthusiast on New England Tour

(Poet Longfellow's home and the Franconia Tramway intrigued Palm Springs' wandering pastor, Dr. John R. Macartney in his latest travelogue about his sweep across the country from Maine and back.)

By DR. J. ROBERTSON  
MACARTNEY

Of all the cities in New England which we have visited we select Portland as the queen. Throned upon a curving arm of the Atlantic, verdure clad islands some connected with mainland by bridge, a great wholesale center for much of Maine, once her harbor was filled with ships of the main, putting forth to all the seven seas. Now only two four masters are visible, and they are rotting into the water.

As everywhere, narrow streets, plague the traffic officers. One-way streets are resorted to, the new broad six-way boulevards bending with the water line, and well-lighted are models of attractiveness.

Here on Congress street is the home of the poet Longfellow.

WE SPENT a most refreshing hour or two therein. The story brick house, donated to the Main Historical Society by the poet's sister, is filled with all manner of portraits, likenesses of the poet from early boyhood to venerable years. The cradle, a substantial one too, for all the children.

His favorite chair by the window, the table on which he did most of his writing, the four posted canopy bed in which he slept with quite primitive, equipment of furniture, especially in the kitchen with its open hearth place, before which roasters of various designs were placed, on one side built in a huge kettle which provided the hot water, on the other side of the hearth a bake oven, cranes, pots, dish covers hanging on the walls, and huge platters on which the viands were served.

The literary trophies, appearing in mottoes, framed upon the walls, some of his choicest sayings, the garden in the rear walled in where the poet took his daily walk and a seat at the far end where he loved to sit far removed from interruption.

On the old fashioned square piano, these words intrigued me. "You may build more noble habitations, You may fill your rooms with paintings and sculptures, But you cannot with gold buy the old associations."

WHAT A FAMILY of high minded people, he came from and what a mark the several members of that family have made, in our American history.

Fine features, intellectual brows, the chiseling of refinement evident on every countenance.

What a heritage we have in William Wadsworth Longfellow.

When my own father was a student in Washington and Jefferson college, most of the young men had but one name, such as John, James, Patrick, Henry.

The students decided they would add an initial, selecting for this purpose, their favorite poet.

Hence my father's name from then on was John Longfellow Macartney.

ON OUR WAY across New Hampshire, we turned in at Franconia, home of Herbert Carpenter, well known resident of Palm Springs and owner of Sunshine Court and Demuth Court, which Charles Henderson and Mrs. Henderson operate. We were piloted to the Carpenter home, a few miles distant, with a glorious outlook away across the White Mountains.

The home itself occupies considerable time to traverse. Good taste and worldwide selection have assembled here, furnishings, art, and all that makes for elegance.

A cordial invitation was extended for us to tarry over the night. In as much as Mr. Carpenter and his household were packing up to go on a camping trip for a month, we deemed it inadvisable to accept. We did, however, find our overnight abode at the famed "Hill Crest Inn" at Franconia, deeming that possibly

in the morning the weather would have cleared and we might see the sky blue panorama of the surroundings. This the morning granted us. Thereupon we made our way to the "Tramway" which provides a wide range of observation. This is the lift after which the proposed tramway for Palm Springs is to be patterned.

THE POPULARITY of such a recreational feature is evidenced by the thousands who annually make the ascent.

Two cable cars holding 27 persons each, alternately ascend and descend, with a degree of counterbalance. Departures from the base are at intervals of seven minutes. You can remain up there as long as you choose. Guides conduct each group along the rim pathway pointing out the various peaks surrounding the "Notch" as an aperture through the mountains is named.

140,000 during the summer and 60,000 for skiing in winter keep the place alive with activity. I am told the project paid for itself within a short time, and is now a source of large revenue to the Recreational and Park department of the state of New Hampshire.

THE VIEW from the summit is breathtaking. Our enthusiasms for the Palm Springs Tramway project reached the boiling point. Representatives of our project have visited here including Earl Coffman. The ascent from desert to alpine heights at Palm Springs will bring uncounted thousands to our village, the winter skiing will provide the finest outing in Southern California.

## Road Blockade

Armed Pair Sought  
For Robbery Here

Local police set up a road blockade early Sunday morning watching for two Mexicans who late Saturday night held up a Riverside drug store and escaped with \$200 in cash.

The men were believed heading this way and at the request of the sheriff's office a road block was established here. No trace of the wanted men was found.

## No Flood Damage But Screen Found Cut

Mrs. Harold Bell Wright, widow of the famous author, Friday asked police to check her residence at 287 Morongo, to see if it had been damaged by the flood.

Police found no evidence of high water here but did find a screen pried open. Further investigation revealed that no entry had been made, however.

## Lots of Smoke But Little Fire

A transformer which blew out Sunday night around 9 o'clock, sent up clouds of smoke and resulted in a call to the fire department.

The transformer was in a sidewalk vault near Andreas and Palm Canyon drive and firemen summoned power company workmen to handle the case as no fire resulted.

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## The Desert Sun

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Owner and Publisher

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## Village Interest in Primary Far Below Average in State

Riverside county, with 48.5 per cent of those registered going to the polls and voting in the primary election, was below the state average, which was 54.8 per cent.

In the county 70,853 might have exercised their voting privileges. Only 34,368 actually did.

In Palm Springs, the per centage of those going to the polls was even lower than the county average. Only 35.3 per cent voting.

OFFICIAL TABULATION from the secretary of state gives the following party registration figures for the county: democratic 34,692, republican 31,907, prohibition 190, independent-progressive 44, declined to state 2923, and miscellaneous 1097.

The miscellaneous classification includes those who register under a party name not having enough members to be a party under the law, such as socialist, communist, Townsend, non-partisan, independent and the like. They receive the same ballots as those who decline to state a party affiliation.

IN THE ENTIRE STATE 4,532,129 registered and 2,538,585 voted; 2,665,880 registered democratic and 1,749,223 republican.

In Palm Springs the situation was similar, more republicans voting than democrats—574 to 417.

## From Page One—MORE ABOUT Cement Mill . . .

greatest interest in the appeals for the protective zoning ordinance, plan to make an impressive showing at the hearing next Tuesday. Proponents of the cement mill in pass cities have circulated a petition which was signed by 400 residents of that area. The local petitions are expected to outnumber these by several times.

THE ZONING ordinance was asked by Palm Springs some weeks ago but until news broke of the proposal to build a cement mill on Highway 111 eight and one-half miles from town by road, interest was low.

The news of the proposed plant aroused Villagers and scores have attended planning commission hearings at Riverside to back the ordinance. S. A. Guiberson, who owns the limestone hills at the site, and his attorneys, appeared to protest the ordinance.

COUNTY PLANNERS adopted a recommendation that the ordinance be passed but qualified it with amendments which would allow a cement mill or other like plants under strict county supervision.

At supervisors' preliminary discussion of the ordinance last week indications were that they favored the ordinance as asked by Palm Springs without amendments or reservations.

Final hearing and action on the measure is scheduled for next Tuesday.

What a father says to his children is not heard by the world, but it will be heard by posterity.—Jean Paul Richter.

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## On High Seas

Herman Reich on 2-Week  
Cruise With U. S. Navy

Herman Reich of the Village Market left Sunday on a two-week cruise with the United States Navy as a reserve officer.

Reich was instructed to report at San Diego Sunday noon. During World War II he was a captain in the navy and division commander of a destroyer escort.

The Villager said before departure that the cruise he was to take, was part of a program wherein 100,000 naval reserve officers will undergo training this year.

## From Africa

Earl Lewis To Speak  
At Community Church

Earl S. Lewis, member of the Ethiopia-Sudan Interior Mission will speak Sunday at Community church at both morning and evening services, Mrs. George French in charge, said yesterday.

Mr. Lewis has a reputation as a strong speaker and will have an interesting story to tell of his experiences in Africa.

Services will be held at 11 a.m. and 7:30 p.m. with regular Sunday school classes at 9:45 a.m.

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# Sports

## Barbara Crossley Comes Within One Out of Pitching Perfect Game In Softball Feature of the Week

Barbara Crossley of the Desert Stars in the Girls league came within a few minutes of the Field Club's hall of fame Thursday night when she went eight and two-thirds innings without allowing a hit only to have the next to the last batter on the Mexican Chicks' line-up, Nicha Torres, spoil the perfect game by slapping out a single.

That was the high spot in the softball play currently under way at the Field Club.

It was in the first game of the evening and the Stars won it 10 to 0. Besides the within-an-out of a hitless game, the Stars set up another record for Girls teams when they played errorless ball.

**THE GAME** itself was a close one until the last inning. The Stars scored once in the first and twice in the second and then went runless until the final round when they went on a batting rampage and scored seven times on five hits and four errors. The Chicks had gone that far with only one error. Pat Ferguson of the victors contributed a home run to aid in the scoring.

The line score: R H E  
Desert Stars 12 0 0 7—10 9 0  
Mexican Chicks 0 0 0 0 0—0 1 5  
Barbara Crossley and Corinne Crossley; Vickie Miranda and May Lou Martinez.

**IN THE SECOND GAME** the White Sox pulled a startling upset when they dumped the favored visiting Desert Hot Springs team 14 to 11 in a batting bee.

H. C. Cooper for the Sox bounced one out of the lot with two on in the fourth and he was followed by Bill Jones, the pitcher, who also banged one for four. That's Bill Jones, by the way, not Bob, as reported the other day. Johnny Black added to the upset by also going the route with a four-sacker.

The score: R H E  
Desert Stars 08 02 10 0—11 9 7  
White Sox 30 35 30 x—14 12 7  
Martin and Ellis; Jones and Malone.

**FRIDAY NIGHT**, after shaking off the water Pete's Pioneers thumped the Del Tahquitz Indians 15 to 8 in a Boys' league game.

Buntin, losing pitcher, tried to salvage the game with a home-run in the sixth but the bases were bare ahead of him.  
The score: R H E  
Pioneers 30 36 03—15 9 4  
Indians 10 40 21—8 4 9

## Brother, Could You Spare a Dime? Song Heard at Field Club

Bob Bennett, recreation director, remarked this week that times must indeed, be bad.

Friday night's crowd at the Field Club, held down to a bare 100 because of the storm the night before, had their handclaps on. They saw plenty of fast baseball but when the collection plate was passed around they were looking the other way—something akin to the way many people look when the collection plate is passed at church.

The receipts were in the neighborhood of \$5. There have been occasions, too, when the take from a crowd of around 700 was only around \$30.

No admittance is charged at

## Mexican Colony in Lead by Half-Game In Desert League

Mexican Colony's victory over the Jaycee this week put them a half game to the good in the Desert league race with the Palm Springs Electric right behind.

The teams were out in front by themselves with Desert Hot Springs in third place.

Every league race showed close competition, standings released Saturday morning by Bob Bennett, recreation director, and covering games including Friday night, revealed.

DESERT LEAGUE			
	P. W. L.	Pct.	
Mexican Colony	10 9 1	.900	
P. S. Electrics	9 8 1	.888	
Desert Hot Springs	9 5 4	.555	
Junior C. of C.	10 3 7	.300	
White Sox	9 2 7	.222	
American Legion	9 1 8	.111	

GIRLS LEAGUE			
	P. W. L.	Pct.	
Desert Stars	9 6 3	.666	
Globe Trotters	8 5 3	.625	
Mexican Chicks	9 2 7	.222	

BOYS LEAGUE			
	P. W. L.	Pct.	
Rangers	9 6 3	.666	
Pete's Pioneers	10 5 5	.500	
Fireball Jrs.	2 1 1	.500	
Indians	9 3 6	.333	

## Sheriff Not Sure He'll Ask Motor Bike Riders Again

Sheriff Carl Rayburn is of the opinion that there would "have to be a lot of change in the motorcycle setup" before he would invite the motorcycle fraternity back to Riverside again.

Rayburn said he wouldn't say flatly whether he would ever ask the cyclists back to Riverside or not.

"But I will say that if the boys had thought it would be like it was they would never have asked the motorcycles here in the first place," he said.

**HIS REFERENCE** to "the boys" meant the members of his staff who have formed the Riverside County Sheriff's Training Center Inc. Rayburn said he didn't invite the cyclists here anyway; it was the Training Center which did.

Meanwhile a three-page mimeograph and notarized statement drawn up by Undersheriff Roger L. Abbott and being circulated by Skip Fordyce, Riverside motorcycle dealer, assured cyclists that "Sheriff Rayburn did not say he would never invite the motorcycle fraternity back to Riverside again."

**ABBOTT'S STATEMENT** said in effect that the nation's press resorted to sensational and dishonest reporting to impose upon the public the notion that very much out of the ordinary occurred in Riverside over the Fourth of July weekend.

Fordyce was sending out a call to arms to the motorcycling fraternity on a nationwide scale urging them to buy copies of Abbott's statement at \$40 per 1000 and plaster the country with them.

Abbott's statement was reproduced along with the county sheriff's letterhead on which it was written.

Field Club games and fans get a lot of excitement and fun. But there are expenses incidental to providing this excitement and fun—cost of baseballs, umpires' fees and so on.

So it would be nice, the management reflected, if those attending would pull their hands out of their pockets with something in them and not be looking out of the window when the box came around.

It wouldn't take much from each person but it would help in meeting the overhead which is present in softball as in every thing else.

Brother, could you spare a dime?

Organized wealth was never more powerful. Entrenched, greedy men are in the saddle. They are restraining labor from exercising its common rights.—Philip Murray, president, C. I. O.

## Forest Supervisors Appeals for Utmost Fire Precautions

According to Supervisor Norman J. Farrell of the San Bernardino National Forest there are some mighty grim statistics on the amount of saw timber burned up each year on forest lands in California and the number of houses it would have built, and this is but one item of the damage.

"What forest fires have done to the watersheds of San Bernardino and Riverside counties is being realized again, now that water is scarce and the hillsides no longer green," he said. "People who have lived through the wash of a summer cloudburst on a burned-over hillside know all about it, but many do not."

**"AND A 35 PER CENT** increase in forest visitors compared with 1941 makes it all the more important that caution be practiced always. Remember, no single organization can be responsible for conservation and care; it must be by common consent to be successful."

"Smokers still head the black list, and with nine out of every ten fires man-made (lightning is the other) everybody should be doubly sure he does not contribute to the other 90 per cent through a lighted match, cigarette, or neglected campfire. It is because of this inexcusable carelessness that closures and restrictions came into being and each summer are put in effect as a measure of protection to the water users of these two counties."

**SPEAKING** of watersheds, Farrell said, a recent note by the Department of Agriculture advises that if wells are going deeper and pumping costs mount, it is not too soon to check watersheds—the hills and mountains from which water runs to the place beneath. If they are not well covered with forests, brush or other plant life they should be.

"Localities that watch these things will save taxes now and trouble later," Farrell added. "There are some people who advocate the removal of all the trees in the streambeds and any shrubby plants also that require constant moisture to grow, in the theory that more water would then flow into our reservoirs. There is logic in this, perhaps, and some evidence also, but what about the necessary shade that is essential to human pleasure, plant and animal life? Until we arrive at a 'robot' existence the things that Nature gives and maintains for our benefit had best be followed lest our man-made wisdom destroy us."

A good cigar is as great a comfort to a man as a good cry to a woman.—Lytton.

PALM SPRINGS, CALIF.  
Tuesday, July 27, 1948

The Desert Sun—5

## From Page One—MORE ABOUT Flash Flood . . .

ing the grounds will be heavy but Lee Bering, president, says it will be all ready by the time the new season rolls around.

**COST OF BRINGING** the Tennis Club back into shape was estimated as not in excess of \$10,000 by Jack Young, comptroller, yesterday.

He said new rugs would have to be laid, a new dance floor installed and some new furniture purchased.

The pool will have to be repaired and landscaping done where the mud and silt and flood waters gouged the beautiful grounds.

**MANY AUTOMOBILES** were mired down by the mud left by the flood and garage men were busy all day Friday hauling out cars.

Many other cars, parked during the storm, were stalled by water from the tremendous downpour and about 25 persons, unable to get home, spent the night at the American Legion hall where Charles St. George served them coffee.

**THE STORM** put Palm Springs on the main highway as mud was washed on to Highway 99 shortly east of the Rock House between Garnet and Edom. Traffic was diverted through the Village via East Ramon road and Palm Canyon drive around the blockade on 99 and dangerous strips on 111. Several trucks and autos were stalled on 99 in the mud.

A police car striving to come up Palm Canyon drive was forced to go over to Sunrise way, north, thence west on Tamarisk and south to reach the police station.

**DAMAGE TO CITY** streets was heavy although George Minturn, who had bulldozers working early Friday to shove mud off the thoroughfares, had not estimated the total last night.

Deep holes were gouged in some cross streets and utility pipes and conduits exposed.

Police were kept busy in the dawn hours Friday placing flares around the danger spots.

**HIGHWAYS** around Palm Springs were heavily hit by the flash flood and county engineers estimated the damage would run around \$30,000.

Highway 99 was cleared Friday night and heavy traffic which rapidly pulverized the drying mud here and sent up dust clouds, was back on its regular route and out of the Village by mid-afternoon.

Harold Lienau, in charge of the local highway section, had Palm Canyon swept of the mud Sunday morning—all except where his machines couldn't get under parked cars.

**NEWS OF THE FLOOD**, some-

## Traffic Victim

Los Angeles Woman Killed on Highway 99

Mrs. Margaret Furry, 65, of Los Angeles, died in an Indian hospital Sunday as result of injuries received early that morning when the car driven by her husband, Icaas Furry, 68, crashed into the rear end of a parked truck on Highway 99 near the Ramon road intersection. Furry was slightly hurt and the couple's son, asleep in the back seat, uninjured.

The death raised the traffic toll on county highways since January 1, 1948, to 53, ten more than on the corresponding date of 1947.

## Storm Paradox

Rain Brings Humidity, Heat Case Results

Friday morning's storm, which left almost two and one half inches of rain here, was also responsible for the first sun stroke case here in many, many months.

Gus Loveland was taken to Community hospital Saturday morning after collapsing at his home here and the case was pronounced one of heat prostration brought on by the humid weather following the rain.

After emergency treatment at Community hospital, Loveland was taken to Riverside county hospital.

## New Policeman

James Clarkson, 41, with 22 years in the U. S. Navy behind him, has been appointed to a temporary position with the Palm Springs police department, acting chief, Stanley Ehler, said yesterday.

what exaggerated, got out quickly and police were deluged with calls from Villagers out of town on vacation or for the summer, asking extent of the damage and a check on their property.

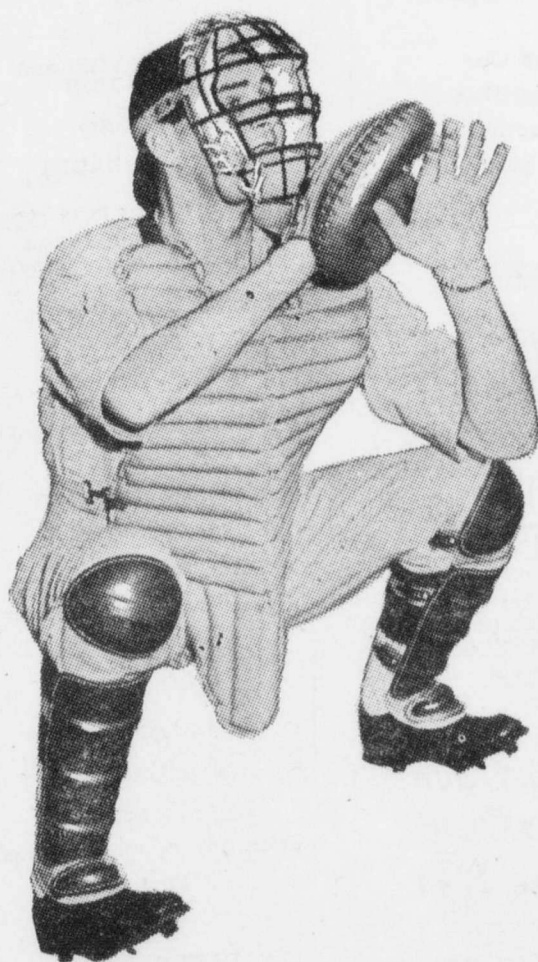
Many vacationing Villagers were back early Saturday morning expecting to find their places washed away, the result of radio and Los Angeles press reports and were relieved to find the Village basking in the sunlight.

**IT WAS THE HEAVIEST** rainfall since 1938 when, in six days in February and March, over six inches of rain fell and the Village was swept by floods.

The next heaviest was in January, 1943, when three inches fell in two days.

Health and cheerfulness mutually beget each other.—Addison.

The healthy know not of their health, but only the sick: this is the Physician's Aphorism.—Carlyle.



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THURSDAY NIGHT, JULY 29—Globe Trotters vs. Mexican Chicks  
Beaumont Merchants vs. Palm Springs.

FRIDAY NIGHT, JULY 30—Rangers vs. Indians.  
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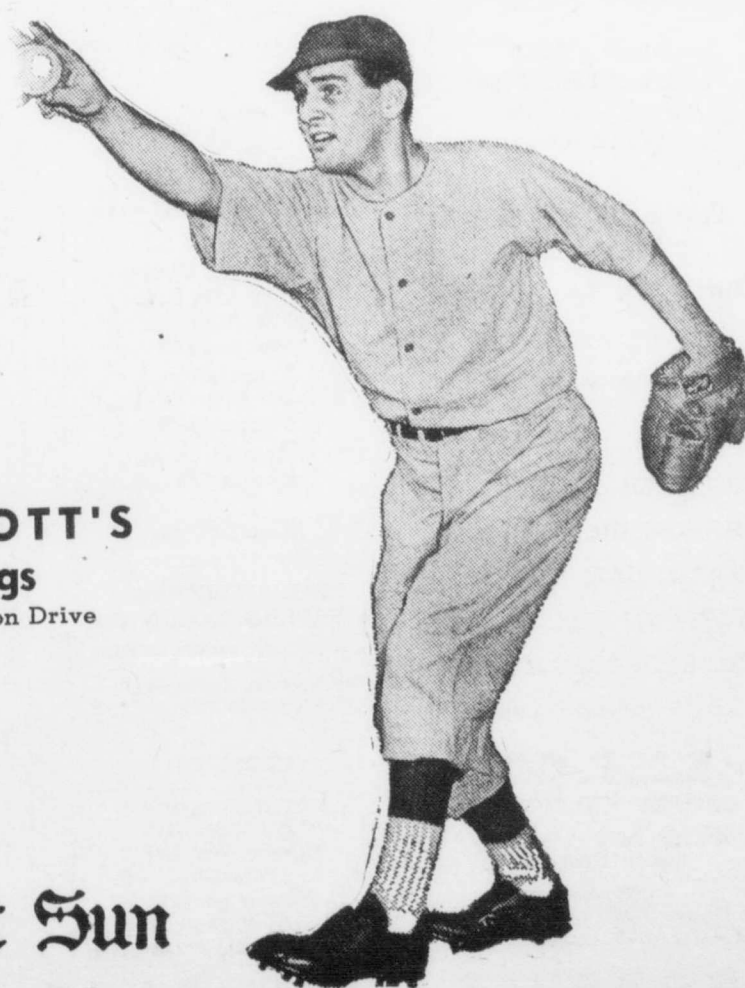
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BASEBALL  
Games

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The Desert Sun





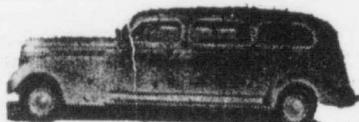
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## Special Flag

Legion Emblem Honors  
Memory of Pershing

The special Flag presented Owen B. Coffman Post, American Legion, by the officials of the former army air base here, was flown for the second time last week when it was displayed at half mast in memory of the late

General of The Armies, John J. Pershing, a life member of the organization.

It was the garrison Flag of the 21st Ferry Command during the war and was flown over the local base. It was presented to the local post after the war.

The first time the Flag was flown was on January 3 when the building was dedicated by National Legion Commander O'Neill.

Radio Log **KCMJ** Dial 1340  
COLUMBIA NETWORK

### MONDAY THROUGH FRIDAY DAYTIME FEATURES

7:00—Morn. Headlines  
7:02—Sundials Club  
7:30—Bob Garred, news  
7:45—Fred Beck  
8:00—Music in Morning  
8:15—David Valle, news  
8:30—Notes for the Day  
8:45—Rosemary  
9:00—W. Warren, news  
9:15—Aunt Jenny  
9:30—Helen Trent  
9:30—Pres. Truman (T)  
9:45—Our Gal Sunday  
10:00—Big Sister  
10:15—Ma Perkins  
10:30—Young Dr. Malone

### TUESDAY EVENING FEATURES

6:00—Cong. Phillips.  
6:15—V. A. Reports  
6:30—Hit the Jackpot  
7:00—Studio One  
8:00—Lowell Thomas  
8:15—Treas. Bandstand  
8:30—Mr. & Mrs. North  
9:00—Mystery Theatre  
9:30—Rob't Q. Lewis  
9:45—Softball  
10:00—Chet Huntley  
10:15—Music for Party  
11:25—U. P. News

### WEDNESDAY EVENING FEATURES

6:00—County Fair  
6:30—Harvest of Stars  
7:00—Man Name Jordan  
7:30—The Whistler  
8:00—Lowell Thomas  
8:15—Treasury Bandstand  
8:30—Dr. Christian  
9:00—Capitol Cloak Rm.  
9:30—Rob't Q. Lewis  
9:45—Softball  
10:00—Chet Huntley  
10:15—Music for Party  
11:25—U. P. News

### THURSDAY EVENING FEATURES

6:00—Suspense  
6:30—Crime Photogher.  
7:00—Playhouse  
7:30—Doorway to Life  
8:00—Lowell Thomas  
8:15—Treasury Bandstand  
8:30—Mr. Keen  
9:00—Fiesta  
9:30—Rob't Q. Lewis  
9:45—Softball  
10:00—Chet Huntley  
10:15—Music for Party  
11:25—U. P. News



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**The Desert Sun**

174 "S" THE CENTER  
Phones Business Office 2249 Editorial 3741  
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From Page 3—MORE ABOUT ...

## Opposition ...

to it," he said. He explained that water would be drawn from the All-American Canal and that no rancher would be deprived.

PIERCE FURTHER SAID that "the land proposed for the cement plant is not agricultural and is ideally suited for industry. It is close to Southern Pacific tracks and in a place where no one would think of building residential property."

Continuing, Pierce said that "part of the resistance against the plant has been from other cement companies. This began when experimental blasting in the area by the government in 1946 revealed limestone deposits from prehistoric ages when the area was covered by the ocean."

"Many of the arguments presented to the Riverside county planning commission have not been completely accurate," he charged. For one, he said, wind currents through San Geronio pass prevail in an east-west direction and not south as was claimed.

DON WATKINS, manager of the Del Paso Hotel, urged that as many as possible go to Riverside Aug. 3 to present their side of the picture at the Riverside county supervisors meeting.

He advised that petitions be presented at that time along with itemized reasons why many in the San Geronio Pass area would like to have the industry established.

Max Wihnyk, co-editor of the Beaumont Gazette, asked permission to circulate a petition in Beaumont for signing by those in favor of the proposed cement plant.

## Quota Filled

Jim Carlin One of Twelve  
In County Joining Army

Riverside county's quota of enlistment of 18-year-olds was snapped up almost at once with Jim Carlin of Palm Springs one of the dozen to get in.

The enrollees will be given a year's training and then become reservists.

Recruiting officers were uncertain whether an additional quota would be allotted the county.

## LEGAL NOTICES

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES  
July 24, 1948

TO WHOM IT MAY CONCERN: Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

LA PAZ GUEST RANCH, N/S Hwy. 111, Palm Springs, California.

Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance on original application of an alcoholic beverage license for these premises as follows:

On-Sale Distilled Spirits (Quarterly)

Anyone desiring to protest the issuance of such license may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

EDITH WOLCOTT

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES  
July 24, 1948

TO WHOM IT MAY CONCERN: Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

The Westerly rectangular 100 feet of Lot 194 of CATHEDRAL CITY, as shown by Map on file in Book 13, pages 24, 25 and 26 of Maps, records of Riverside County, California.

Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession or encumbrances to pay the balance of principal of said note, together with interest due thereon, advances, if any, under the terms of said Deed or Transfer, fees, charges and expenses of the Trustee and of trust created by said Deed or Transfer.

The beneficiary under said Deed or Transfer by reason of a breach or default in the obligations secured thereby heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and written notice of breach and election to cause the undersigned to sell said property to satisfy said obligations, and thereafter on March 26, 1948, the undersigned caused said notice of breach and of election to be recorded in Book 899 page 321 of Official Records in said Recorder's Office.

Witness the Corporate name and Corporate seal of said corporation, Trustee, by its officers thereunto duly authorized, this 6th day of July, 1948.

UNITED TITLE GUARANTY COMPANY  
By BEN H. LEWIS,  
President.

Attest: R. O. LEWIS  
Secretary

(CORPORATE SEAL)  
Desert Sun July 6, 13, 20, 27, 1948.

## The Desert Sun CLASSIFIED ADS

Phone 2249

### RATES

One Two Four One  
Time Times Times Month

30 45 80 160

PER LINE  
• LIBERAL DISCOUNT FOR PAYMENT IN ADVANCE  
• COUNT 26 LETTERS AND SPACES PER LINE  
• LARGE TYPE CHARGED AS 3 LINES  
• MINIMUM: 3 LINES  
• RATES BASED ON CONSECUTIVE ISSUES.

### Lost and Found

LOST: 1 pair reading glasses. Red frames with gold trim. Reward. Phone 3153.

### Personal

ALTERATIONS  
Men's and women's clothing. 233 E. Amado Rd. Phone 5023.

### Miscellaneous Services

MIMEOGRAPHING  
ADDRESSING—MAILING  
Credit Bureau—Phone 2738

### Moving—Storage

TELEPHONE  
2249 2240  
AND LET THE TRAINED  
AD-VISOR WRITE YOUR  
CLASSIFIED ADS  
THE DESERT SUN  
174C (THE CENTER)

Local and Long Distance  
HAULING  
City Pick-up and Delivery  
PALM SPRINGS  
TRANSFER CO.  
Also TOPSOIL and TRASH  
Phone 4305, or P. O. Box 861

### HOUSE MOVING

Estimates Given  
Wright and Leonard  
P. O. Box 25, Palm Springs  
Phone 3803

MOVING—Border to Border—Coast to Coast. Fast insured van service. Will move you to or from Palm Springs, to any part of U.S. Lowest rates. No crating necessary. Free estimate, day or evening. Also monthly storage.  
VALLEY FURNITURE CO.  
Indio, Calif.  
Phone Coachella 83496

### LEGAL NOTICES

holic beverages at these premises, described as follows:

796 N. Palm Canyon Dr., Palm Springs, California.

Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance on original application of an alcoholic beverage license for these premises as follows:

On-Sale Distilled Spirits (Quarterly)

Anyone desiring to protest the issuance of such license may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

DONALD W. MANCHESTER

### NOTICE OF TRUSTEE'S SALE

No. 14596  
As Trustee under Deed of Trust made by John M. Tomasio and Josephine G. Tomasio, husband and wife, dated February 27, 1947, recorded April 15, 1947, in Book 812, Page 325 of Official Records of the Recorder's Office of Riverside County, California, securing among other things a promissory note for \$9000.00 in favor of Joseph E. Walsh and Gladys Walsh, husband and wife as joint tenants, the United Title Guaranty Company, a corporation on Friday, July 30, 1948, at 10:00 o'clock A. M. at the West entrance of the County Court House, in the City of Riverside, County of Riverside, State of California, will sell all right, title and interest conveyed to and now on said date held by said corporation under said Deed of Trust in the real property situated in the County of Riverside, State of California and described as follows:

The Westerly rectangular 100 feet of Lot 194 of CATHEDRAL CITY, as shown by Map on file in Book 13, pages 24, 25 and 26 of Maps, records of Riverside County, California.

Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession or encumbrances to pay the balance of principal of said note, together with interest due thereon, advances, if any, under the terms of said Deed or Transfer, fees, charges and expenses of the Trustee and of trust created by said Deed or Transfer.

The beneficiary under said Deed or Transfer by reason of a breach or default in the obligations secured thereby heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and written notice of breach and election to cause the undersigned to sell said property to satisfy said obligations, and thereafter on March 26, 1948, the undersigned caused said notice of breach and of election to be recorded in Book 899 page 321 of Official Records in said Recorder's Office.

Witness the Corporate name and Corporate seal of said corporation, Trustee, by its officers thereunto duly authorized, this 6th day of July, 1948.

UNITED TITLE GUARANTY COMPANY  
By BEN H. LEWIS,  
President.

Attest: R. O. LEWIS  
Secretary

(CORPORATE SEAL)  
Desert Sun July 6, 13, 20, 27, 1948.

## Home Services

San Pedro Construction Co.  
GENERAL CONTRACTOR  
Commercial—Home Building  
All types cabinet work.  
Door and window screens  
Made and repaired.  
Roofing and Insulation  
378 So. Indian Ave.  
Phone 6423

TEX DRISKELL  
REFRIGERATION  
SALES AND SERVICE  
FOR  
COOLER REPAIR SERVICE  
PHONE 2828

ROOFING  
CONTRACTOR  
Estimates  
Cheerfully Given  
PERRY F. SANDERS  
Phone 7674

## Work Wanted

MIDDLE-AGED woman wants to care for children. Days, nights, weekends. Desert Trailer Haven, 685 Ash St.

HOTEL housekeeper wants position for summer months. Charge of hotel or apartments. Live-in. Well known in Palm Springs, can furnish references. Write Miss "A" P. O. Box 455, Palm Springs.

ELDERLY COUPLE desire year-round position. Light housework, handy man and yard work. Very capable. Write Ed Jones, P. O. Box 1553, c/o T. Campbell, Indio.

SMALL COURT to manage by experienced woman. References. Phone 3861 or File 24, c/o Desert Sun.

## Employment Offered

WANTED: Housekeeper to live in and care for 6½ and 2-year-old children. No cooking. Starting in September. Write File 21, c/o Desert Sun.

SALESMAN: Weatherstripping and insulation experience. House to house. Must be reliable and steady. Good commission. Banning Floor Covering. Weather Proofing Dept., 52 No. San Geronio, Banning. Phone 4985.

## POSITION OFFERED

SERVICEMEN  
SOUTHERN CALIFORNIA  
GAS CO.  
1534 No. Palm Canyon Dr.  
Apply Wednesday, July 28

## Real Estate for Sale

2 BEDROOM, 2 bath home. Completely furnished. Built for desert living. 2 car garage with sun deck. Lovely patio. Lot 75x100. All fenced. \$25,500.

EMMONS  
REALTY CO.  
238 So. State Highway  
Phone 7882

SEE DAVE ROSE  
FOR BEST BUYS  
IN PALM SPRINGS

Homes—Income—Rentals  
Lots—Leases—Business  
Opportunities  
252 No. Palm Canyon Drive  
Phone 2844

NEW unfurnished home, high class section. 3 bedrooms, 2 baths. Many attractive features. \$31,500.

MUNHOLLAND & CO.

431 N. Palm Canyon—Ph. 3673

OUT OF WIND AREA. 3 bedrooms, 2 baths, guest house with bath. Hardwood floors. Situated on 2 large lots, \$42,000.

MUNHOLLAND & CO.

431 N. Palm Canyon—Ph. 3673

R-3 LOT, 100x110, close in on major highway, \$5,750. Phone Mike Flavin, 2736.

EXTRA LARGE R-3 lot, backing on Palm Canyon Drive, \$4,250. July only. Harold Hicks, Phone 2736.

R-4 LOT, approximately 110x140, near Lone Palm, \$11,500.00. Phone Harold Hicks office, 2736

160 ACRES on paved road. Apply at Western Ranch, one mile east of Wonder Palms.

CORNER residential lot. Paved streets. \$1,450. Terms. Rancho Mirage Corp. Associate Brokers

DON CAMERON—ESTELLE EWART  
Phones: 1091 — 1112 — 1117

FOR REAL VALUES in homes, furnished and unfurnished, consult

ADOLPH ISRAEL  
Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

TWO LOTS, adjoining, 50x100 at La Quinta. Priced at \$400 each—cash. Maud C. Bliss, 110 W. Ida St., Electra, Texas.

\$37.50 PER ACRE  
Entire section 31, 3S, 5E. Borders city limits. Excellent industrial sites. Railroad siding. Col. R. A. Ellsworth, Palm Village, Indio 72792

## Real Estate Wanted

BUYERS WAITING!  
We want listings of business and income property, houses, lots, leases and rentals.

PALM SPRINGS REALTY CO.  
260 N. Palm Canyon—Ph. 2832  
ERNEST GROSCHE, REALTOR and Associates

LISTINGS WANTED  
Income, homes and lots.  
H. H. FOSTER ASSOC., INC.  
101 N. Palm Canyon Dr.  
Phone 3555

PALM SPRINGS, CALIF.  
Tuesday, July 27, 1948

## Real Estate Wanted

LIST your property and business for sale—we get results.

ADOLPH ISRAEL  
AND ASSOC.  
Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

## Business Rentals

OFFICE FOR RENT  
Private office in new air-conditioned building on Palm Canyon Drive, reasonable rent on yearly lease with telephone and receptionist service included. Secretarial service available. Call 5603.

## Wanted to Rent

WANTED TO RENT: 4 or 5 bedroom house in Palm Springs for 9 months beginning September 15. Write File 23, c/o Desert Sun.

BEDROOM APARTMENT. First of September. Under \$100. Phone McUmbler, 2796.

## Apartments for Rent

FURNISHED apartment. Sleeps 2 or 3. Neat and clean. \$75 month. 585 Calle Palo Fierro.

LAGUNA BEACH, well furnished, first class apartment, or suite, one block ocean. Day, week rates. Lafayette, 2059 Gleneyre. Phone 363, near Diamond.

TWO 2 room apartments, each with 2 bedrooms, for rent by the year. One furnished, \$65 mo. One unfurnished, \$50 mo. Both have Frigidaire and stove. Phone C. C. Covey, Desert Hot Springs 256.

JUST COMPLETED: 2 apartments, \$85 yearly lease. Partly furnished with new Servel stove, tile floors, blinds, air condition. 1311 Camino De Amepola. Ph. 2844—2847.

GOING TO  
LOS ANGELES  
LET US HOUSE YOU!  
ALL LOCATIONS—PRICES  
NANCY S. THOMAS  
REALTOR  
4281 BEVERLY BLVD.  
Normandy 6844 or 10408

FURNISHED singles and doubles. Children welcome. Yearly rates. Center town. Call 2957.

## Houses for Rent

AVAILABLE IMMEDIATELY FOR YEAR OR SEASON NEWLY FURNISHED AIR COOLED

3 bedrooms, 2 baths, electric range, linens, etc. Conveniently located—near schools. Reasonable rent on yearly lease. Call 5603.

3 BEDROOM, 2 bath unfurnished home, near school. Annual lease \$2,100.00. Phone Harold Hicks office, 2736.

FOR LEASE OR SALE until Sept. 30th. Adults only. Furnished home, large living room, two bedrooms, two car garage, lawns, flowers. In good residential section. \$150.00 per month. P. O. Box 117, Banning, Calif.

FINE HOME, 1 or 2 bedrooms, 2 baths. 1200 So. Palm Canyon. House No. 3.

FURNISHED 2 bedroom house. 1321 Tachevah Drive. \$150 per month yearly lease. Phone San Bernardino 67252.

## Household Goods

SEWING MACHINES

All types of electric machines now AVAILABLE from portables to deluxe cabinet models. For information and prices phone P.S. 3884 after 7 p.m. or see them at

VALLEY FURNITURE CO.  
Hiway 99 1½ Miles S. Indio  
Phone 83496

NEW AND USED FURNITURE  
Look for our new store location at Garnet Gardens. Just a short drive out Indian Ave. to Garnet, then 1 mile north of Hwy. 99 towards Desert Hot Springs.

MAHER'S DESERT FURNITURE  
160 Dillon Road  
Phone D.H.S. 156

Trailers for Sale

PLACE your order with us for your next house trailer. We will make delivery direct from the factory to you at Los Angeles prices.

We have the exclusive sales agency in this territory for WESTCRAFT, COLUMBIA, PAN AMERICAN and MAINLINE TRAILERS. We also have trailer rental service.

AUTO TRAILER EXCHANGE INC.  
Hiway 111, 2 miles East Cathedral City.

LET US SELL YOUR TRAILER ON CONSIGNMENT DEAL  
Forbes Trailer Exchange  
1045 E. Ramsey—Banning

## Miscellaneous for Sale

BICYCLE, girl's, "Schwinn New World." Good condition. 533 Calle Encelia. Phone 4415.

TWO 60" DESKS, also one file. Excellent condition. Phone 5603.

## IDAHO'S AGRICULTURE

Agriculture is an important industry in the state of Idaho. The state produces much wheat, oats and alfalfa and has large livestock interests.

The Desert Sun—7

## Miscellaneous for Sale

CHILD'S BED and mattress. Excellent condition, \$15. 223 W. Arenas Rd. Phone 8314 or 6373.

REMINGTON rifle, 35. Game-master 141. Like new. Call Desert Hot Springs 277.

WURLITZER spinet piano, like new, \$475. Inquire 553 Calle Encelia. Phone 4415.

TEX DRISKELL  
REFRIGERATION  
SALES AND SERVICE  
FOR  
COOLER REPAIR SERVICE

UTILITY coolers, all sizes—NEW PADS—copper tubing valves and etc. at

PAVNY'S BUTANE and TRAILER SUPPLY STORE  
1001 S. Palm Canyon Drive  
Phone 7342

## BUILDING SUPPLIES





Music and Home Appliances

"We Invite a Visit to Our  
RECORD DEPARTMENT"Hear Your Selections in Our Air Conditioned  
Listening BoothsCOMPLETE LINE OF RECORDS  
AND SHEET MUSICExclusive Dealers in Palm Springs Area for  
NORGE - WESTINGHOUSE - RCA  
PACKARD BELL - STROMBERG CARLSON  
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360 N. Palm Canyon Drive

Phone 6122



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Quality Products  
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Wallpaper—Exclusively!

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Phone 3591



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PLAZA MOTORS

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Phone 5342



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Complete Summer Laundry  
and Dry Cleaning Service

DESERT HAND LAUNDRY

(Your Own Home Laundry)

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Phone 2733



Resort Hotel

"Open All Summer"

With

Special Reduced Rates

During

JULY — AUGUST

MONTHLY RATE—\$100 Double  
\$75 Single

Swimming Pool - Air Conditioned Rooms

This Summer It's the

Del Tahquitz Hotel

PHONE 2121

Remember the Palm Springs Stores, Shops and  
Services That Stay "OPEN ALL

SUMMER"

FOR YOUR CONVENIENCE!

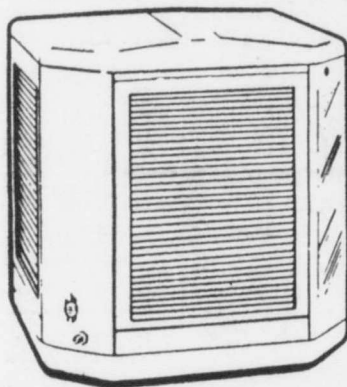
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remember to PATRONIZE  
THEM when next season rolls  
around.Each week one of these advertisers is featured with a large ad  
below—check these advertisements for self-savings at summer  
prices—believe us, it will pay you! Summer sales values are  
available during the summer months—so BUY NOW—and  
SAVE!

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J. M. CONNELL CO.

... for COOLER SERVICE in the Palm Springs  
area! Whatever your need—merchandise or  
servicing ... call 2206.

SAD SOL SAYS—

I'm Licked  
BY THE Payne Cooler AirNO OTHER  
EVAPORATIVE COOLER  
GIVES YOU THESE  
EXCLUSIVE ADVANTAGES

- New-type "Fiberglas" evaporative filters—sanitary, odorless. \* Ordinary evaporative coolers have wood-fiber pads that sour, sag and rot.
- Self-cleaning, non-clogging. \* Old-fashioned wood-fiber pads fill with dust; you get less and less cooling effect.
- Maximum air delivery and positive water distribution, month after month, year after year.
- In all, 14 points of superiority.
- PROVED to be the BEST!

END THESE COOLER TROUBLES:

Get Rid of Unsanitary Wood-Fiber Pads, With Their

- Sour Smell
- Frequent Replacement Expense
- Dust-Clogging
- Interference With Air Delivery

14 POINTS OF SUPERIORITY

1. First With New-Type "Fiberglas" Evaporative Filters—Clean, sanitary, odorless, long-lived.
2. True Air Delivery as Rated—under actual wet-filter operation.
3. Economical to Own—Built for longer life; therefore, costs less per year of use.
4. Payne-Designed, High-Performance Pump—Pressure-type circulator.
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6. Self-Cleaning Filters—Ample volume and pressure of water to wash faces of filters, avoiding dust accumulation.
7. Pump Driven from Main Motor—Flexible shaft eliminates auxiliary motor subject to water damage.
8. Positive Water Feed—Sure-action, non-clogging valve.
9. Rust-Resistant Blower—Parts treated to prevent corrosion.
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12. Economical to Operate—Circulation saves water; only evaporation is replaced; no drip or waste. \* High-performance pump and single motor saves electricity. \* Long-lived filters save replacement expense. \* Superior engineering and quality saves service costs.
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14. Payne-Designed and Built—Made by the makers of famous Payne gas furnaces—your assurance of advanced design, quality materials, precision construction, dependable performance.

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SALTON SEA ACREAGE with one mile of beach  
frontage. \$25.00 an acre.  
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an acre.

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Try a Sandwich or a Cooling Drink  
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HOME APPLIANCES

Genuine Deep Freeze

Used Less  
Than 6 Months

\$95.00

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218 N. Palm Canyon Drive